



1970

# Senate reelection pamphlet

Committee to reelect George R. Moscone

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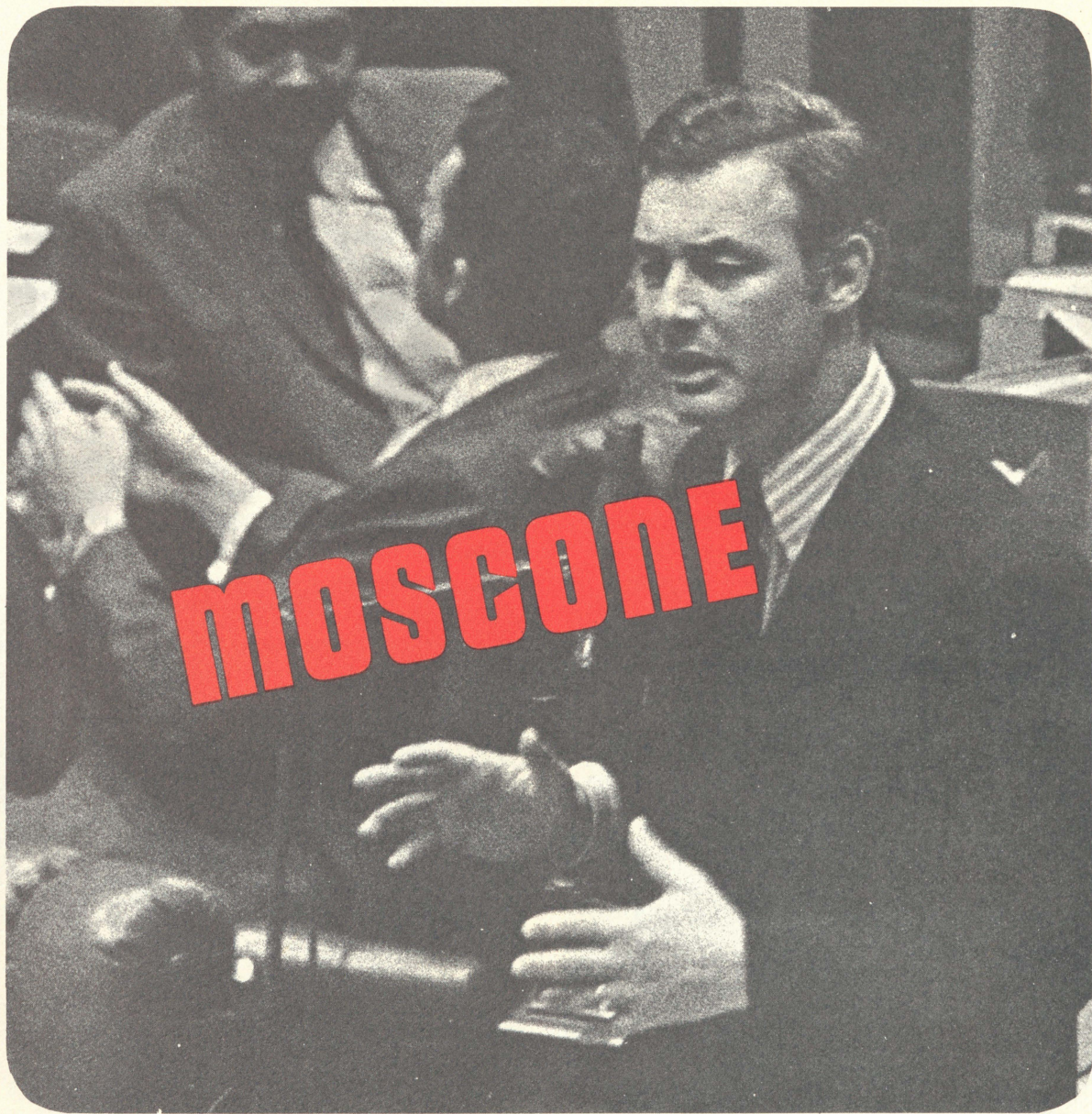
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## senator george r. moscone

moves ahead into the 1970's with a spectacular four-year record of legislative action and achievement for the people of San Francisco.

George Moscone gets things done. He is principal author of over 100 major bills passed by the Legislature and signed by the Governor.

As a member of the San Francisco Board of Supervisors and as State Senator he has encouraged bold, fresh approaches to solving problems. His visionary legislation on state-wide tax reform, school finance, consumer protection and environmental control highlighted the 1970 legislative session.

Senator Moscone is the first legislator to successfully attack the problems of hunger and malnutrition among school children in California — an affluent and major food-producing state. He

calls for a sweeping overhaul of the school lunch program, reduced milk prices and better use of surplus foods commodities at no extra cost to the local taxpayer.

The Moscone tax reform proposal would cut property taxes of San Francisco homeowners by an average of over 30 per cent. Renters and senior citizens would benefit substantially in the multi-million dollar tax relief proposal.

His legislation to provide housing for families and senior citizens dislocated by large-scale urban development was the **first** of its kind in the United States.

A major step toward ending unwarranted destruction of our environment is the Moscone-Hayes California Conservation Act. This historic legislation establishes the right of the private

citizen (as well as government) to bring major polluters into the courtroom to force an end to indiscriminate destruction. It frees environmentalists from governmental red tape and bureaucracy.

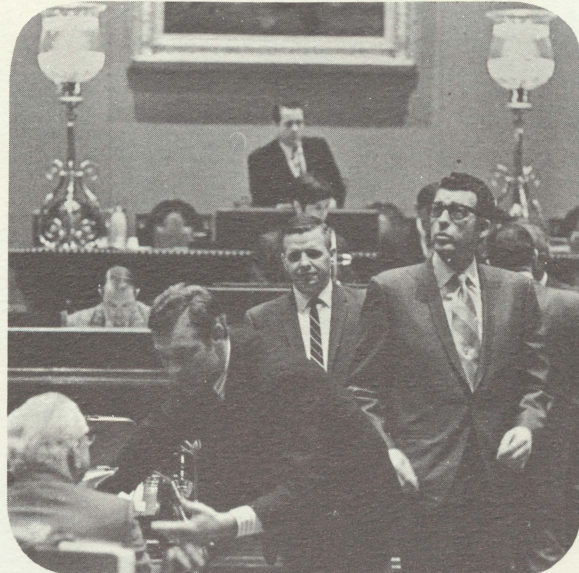
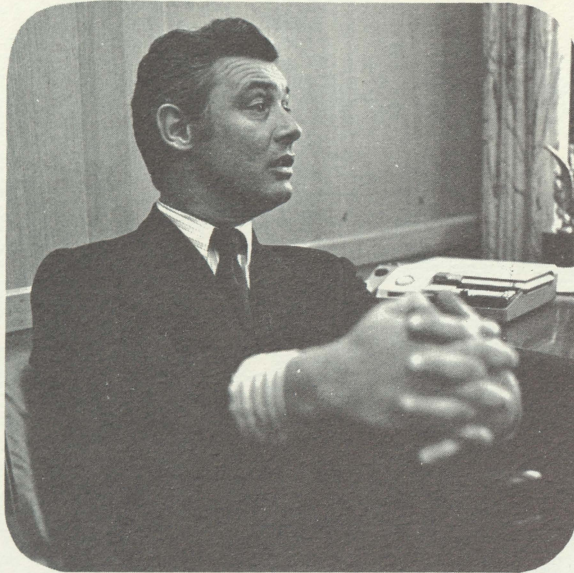
Bi-lingual education is now a program of action in San Francisco schools as the result of Moscone legislation in 1969. He is seeking additional funds for expansion of the program so vital to, primarily, our Mexican and Chinese-American communities.

Bills to protect the buying public from phony sales schemes, false advertising and fraudulent merchandising were successfully carried by Senator Moscone in each legislative session since 1967. Supported by business, industry and labor, these bills are now laws designed to aid

and protect the consumer.

Senator Moscone proposed major revisions in State support of California schools in 1968, 1969 and 1970. An additional \$10-million would be provided San Francisco schools at no additional expense to local taxpayers.

Senator Moscone's unprecedented legislative program also calls for revisions of the state's antiquated election and registration laws; stiffer penalties for illegal use of explosives; humane medical treatment for alcoholics; education on the dangers of drug abuse; initiation of prison reforms; relief for senior citizens from rising costs of living and taxation; job training programs and better educational opportunities for minorities.







## senator moscone

"... as a native San Franciscan **he knows The City** as few others do. He understands the unique character of our neighborhoods and has always encouraged the growth of the independent merchant and business man."

— Leland Barrett  
Past President,  
San Francisco Council of  
District Merchants Assn.

"... he gave a voice to the displaced person. His successful struggle to provide housing for those caught up in the web of redevelopment — especially the senior citizen — is a **landmark** in the efforts to **keep government responsive** to the needs of all people."

— Hon. Earl Raab  
Former Chairman  
Human Rights Commission

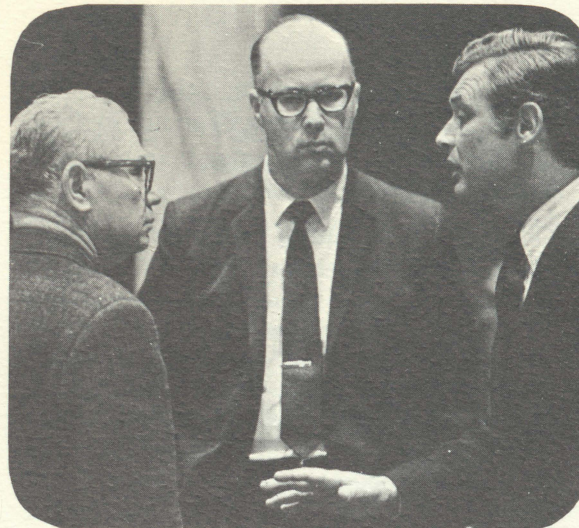


"... **he represents all San Franciscans.** His respect for our ethnic minorities and his willingness to fight for equality and justice has earned him the support of those who care about making democracy work."

— Orville Luster,  
Executive Director,  
Youth for Service

"... he carries on a tradition of **San Francisco Bay Area leadership** in state government ... has a unique ability to weld differing opinions into effective action. His cooperation and leadership keeps this community moving ahead in business, industry and job opportunities."

— Don Fazackerley  
Past President,  
San Francisco  
Downtown Assn.



"He couples a belief in order with a vigorous defense of the rights of all citizens ... **a vigilant guardian of Constitutional guarantees.**"

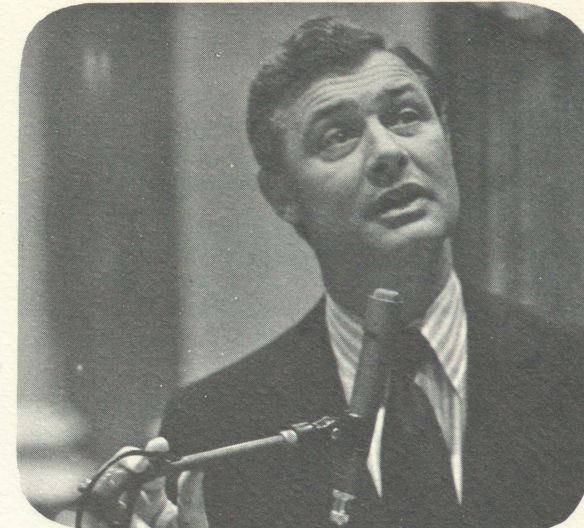
— Thomas T. Anderson  
President,  
California Trial Lawyers' Assn.

"... he has led our fight against the sharpies who victimize us with phony sales, shoddy merchandise and indifferent workmanship ... **an effective legislative champion for the consumer.**"

— Hon. Thomas C. Lynch  
State Attorney General

"... **his approach to saving our environment is social and political dynamite.** It gives every citizen the right to demand an end to the destructive forces that threaten the quality of our existence."

— Hon. Edmund Muskie  
United States Senator



"... his fight to **end hunger** for one-million school children means a better life for **all** Californians in the future."

— Hon. Alan Cranston  
United States Senator

"... a **skilled architect of tax reform.** His battle to equalize the tax load, to stop tax cheats and to give direct tax relief to millions of Californians is a lesson in statesmanship."

— Hon. Paul R. Leake  
Board of Equalization

"... **no one fights harder in Sacramento** for the working man and woman than George Moscone. He understands our problems ... our most effective voice in government."

— Joe Belardi,  
President,  
San Francisco Labor Council



## moscone

Born in San Francisco (1929) . . . graduate of St. Ignatius High School . . . attended University of San Francisco . . . Bachelor of Arts degree in Sociology from University of Pacific . . . LLB and JD degrees from Hastings School of Law (UC) in 1956 . . . instructor of law for five years, Lincoln University . . . member of San Francisco and California Bar Associations . . . Past Chairman of Federal Indigent Trial Lawyers' Panel . . . U.S. Navy veteran.

Elected to San Francisco Board of Supervisors, 1963. (At 33, one of two youngest members in county's history.)

Elected to State Senate in 1966 by second largest plurality in the State.

Elected Democratic Floor Leader following his first year in the Senate, re-elected in each sub-

sequent session (1968-69-70). Also served as Senate Democratic Caucus Chairman in 1968. Is chairman of the six-man San Francisco Legislative Delegation.

Voted the **"outstanding freshman Senator"** (1967) and **"most effective Democratic Senator"** (1969) by accredited Capitol Press Corps. Perfect legislative attendance record.

Named **"Senator of the Year"** by California Trial Lawyers' Association. Was 1969 winner of California Library Association **Award of Excellence** for his Journal article on Freedom of Speech.

Currently serves as Co-Chairman of the California Commission on Democratic Party Reform.

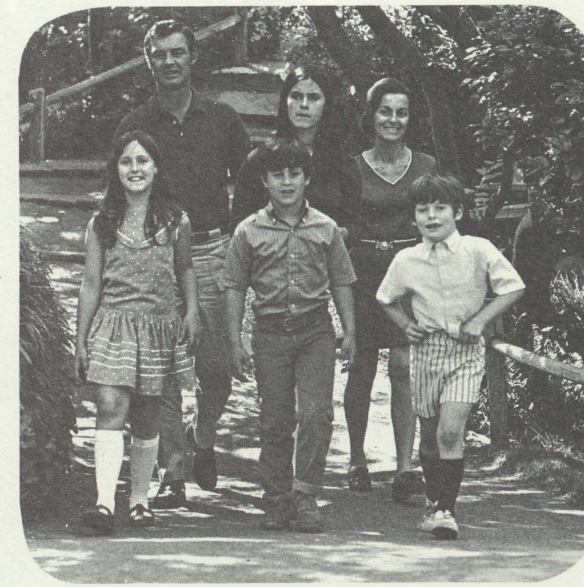
Four-year member of Senate Committees on Revenue and Taxation; Judiciary; Education; and Elections and Reapportionment. Member, Committee on Industrial Relations; Select Committee on Urban Affairs; Joint Legislative Budget Committee.

Successfully filled key leadership role in BART financing; Save the Bay campaign, and was Senate sponsor of San Francisco Port bill which returned the Port of San Francisco to City ownership after 50-year series of attempts.

Endorsed by all statewide labor organizations and San Francisco locals and affiliates; broadly-based civic, business and industry organizations and community leaders.



## *San Francisco's* **MOSCONE** *Democratic Senator*



Rebecca, George, Christopher, Jennifer, Gina, Jonathan





Committee to Re-elect Senator George R. Moscone • Michael Ohleyer, Treas., 310 Sansome St., S.F. 94104